Heath Weaver heath.weaver@remote-executive.com

With over two decades of experience in the industry, I have honed a versatile skill set that bridges technical expertise with strategic leadership. My career is marked by a consistent track record of driving innovation, optimizing operations, and leading teams to exceed objectives, making me a strong candidate for this position.

Career

Personal project to explore AI at EmailsandDeals.com
2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable architecture for an AI-powered platform, processing 11,500 emails with 95% accuracy, aligning with cross-marketing and digital communication strategies.
- Enhanced system efficiency by reducing page load times from 18 seconds to under 1 second through backend optimization and database migration, demonstrating strong project management skills.
- Automated content generation and affiliate link integration, showcasing mastery in integrated marketing functions and the ability to innovate in a fast-moving, client-focused environment.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Mar | Remote (US Clients)

- Led cross-marketing strategies including digital, event, and partner communications, enhancing global client engagement and satisfaction by 10%.
- Directed large teams of up to 50, fostering a culture of excellence and teamwork, which improved productivity by 94%.
- Overhauled customer segmentation and email strategies, resulting in a 34% increase in client revenue.
- Implemented AI-powered solutions and a matrix-based forecasting system, optimizing operational efficiency and saving 6% annually.

VP of Marketing at Trilogy Software
2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and delivered a four-week Sales boot camp, enhancing sales team capabilities and contributing to a 25% improvement in training effectiveness, aligning with excellence and teamwork values.
- Created marketing assembly lines for 15 SaaS products, including customer and competitor review, leading to streamlined product launches and sales strategies, demonstrating solid integrated marketing function mastery.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Jul – 2017-Jul | Remote

- Directed cross-marketing strategies for clients including Motorola and Virgin Wines, integrating digital, event, and partner communications to enhance global brand presence.
- Managed a digital growth-hacking division, optimizing startups' digital presence through advertising and website enhancements, fostering significant business growth.

Director, Europe at High Position Agency
2010-Mar – 2011-May | Partially Remote

- Led cross-marketing strategies integrating digital, event, and partner communications, enhancing client engagement and contributing to a 75% revenue increase for the agency.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe
2007-Jun – 2010-Feb | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic year-on-year, demonstrating solid integrated marketing function mastery.
- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords, showcasing strong project management and leadership skills.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years, highlighting excellent leadership and influencing skills in a fast-moving company.

Manager, Finance at Sony VAIO Europe
2003-Sep – 2007-Jun | Brussels

- Led cross-functional initiatives bridging Finance and Marketing, developing ROI frameworks that grew revenue by 300% while cutting costs, demonstrating solid integrated marketing function mastery.
- Pioneered Six Sigma Lite methodology to standardize reporting and operational workflows, showcasing strong project management and people management skills.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, reflecting a motivation to work at a fast-moving company focused on excellence and teamwork.

Financial Analyst and Investor Relations at Charlotte Russe
2002-Sep – 2003-Apr | San Diego

- Enhanced cross-functional collaboration by automating reporting with Excel VBA, significantly boosting management productivity and supporting strategic decision-making across marketing, product management, and investor relations.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
1997-Aug – 1999-Apr | St. George, UT

Skills
Business Development:
Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:
Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:
Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:
Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:
AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:
English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: 34abb815e33dda4f25f6